



# PhotoMAX Digital Picture Frame



**User's Guide**

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# Welcome to Polaroid PhotoMAX Digital Picture Frame

## An internet – connected picture frame

Welcome to Polaroid PhotoMAX Digital Picture Frame, an internet-connected picture frame. From the front, your new digital picture frame looks and feels like an ordinary picture frame. Plug it in and you'll discover there is nothing ordinary about the Polaroid PhotoMAX Digital Picture Frame!

Here are some of the unique ways you can enjoy and share your pictures:

- Store and view up to 10 digital pictures in your frame.
- Turn digital pictures into one-of-a-kind cards with personal messages.
- Create custom slide shows that run automatically, showcasing your favorite digital pictures.
- Set your frame to turn on and off automatically so that it's awake when you're awake.
- View personalized channels such as local weather and horoscopes brought to you by the Ceiva Network.
- With your free membership at [www.PolaroidDigital.com](http://www.PolaroidDigital.com) you receive a personal online account where you can store and manage your digital pictures, access your albums, and remotely manage your frame from any web browser.

Here's how it works: each night, the digital picture frame uses your existing phone line to make a telephone call through the Internet to your private photo album at **[www.PolaroidDigital.com](http://www.PolaroidDigital.com)**. The frame automatically checks for and downloads up to ten new images. When you wake up the next day, you'll find a brand new slide show playing on your frame!

To set up and use your picture frame, you need to:

- 1** Create a PolaroidDigital.com account
- 2** Register your frame, which connects it to your PolaroidDigital.com account
- 3** Subscribe to the Ceiva Network service

To begin, go to **www.PolaroidDigital.com** and create your account, and then register your frame.

The onscreen messages step you through the sign-up procedure and within minutes your frame is ready to retrieve pictures.

If you received a Member Account Name and Password with your digital picture frame, you already have an account at PolaroidDigital.com.

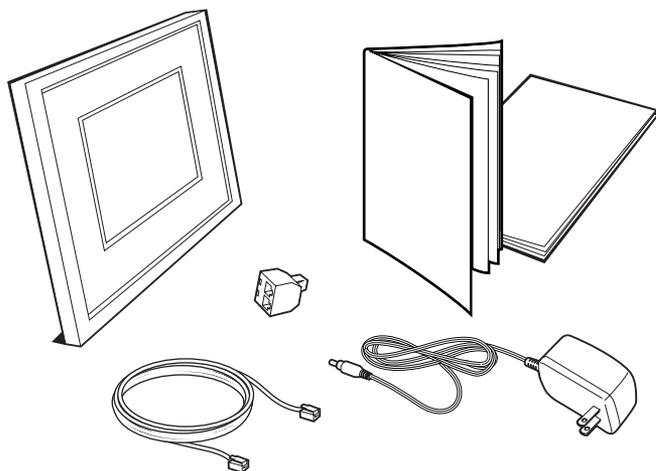
If you want family and friends to send pictures to your frame, then they need to set up an account at PolaroidDigital.com. You then add your family and friends names to your “Other Frames” list.

**Note:** If you set up your digital picture frame before setting up an account at Polaroid Digital.com and registering your frame, then you’ll see a registration error message.

If you don’t have a computer or Internet access, please call our customer support line at **1-800-897-0356** and speak with one of our representatives.

## What's in the box . . .

Your Polaroid PhotoMAX Digital Picture Frame comes with everything you need to share and receive personalized pictures.



- Polaroid PhotoMAX Digital Picture Frame
- AC power supply
- 12-foot telephone cord
- Telephone jack y-connector
- User's Guide
- Quickstart Guide

Missing something? Something damaged?

Locate the serial number inside the stand on the back of your frame and call **1-800-897-0356**.

**Note:** Keep original product packaging in case you need to return the frame for repairs.

# Setting up your digital picture frame

Choose a location for your digital picture frame that:

- is close to an electrical outlet and a telephone jack.
- has indirect lighting.

## 1

### Register your Frame

To use your Polaroid Digital Frame, you must create a PolaroidDigital.com account, register the frame, and then select a subscription package to the Ceiva Network service.

If you received a Member Account Name and Password with your frame, you already have an account at PolaroidDigital.com. Proceed to the registration page, and select Login to register your frame and select a subscription. If someone else is managing your account (because the frame was a gift), then the frame may already be activated and the subscription plan selected.

**Note:** If you install your frame before registering and try to retrieve images at [www.PolaroidDigital.com](http://www.PolaroidDigital.com), you'll see a registration error message reminding you to register.

#### 1 Create a PolaroidDigital.com account

- Log onto [www.PolaroidDigital.com](http://www.PolaroidDigital.com) or call 1-800-897-0356.
- Define a Member Account Name and Password

#### 2 Register your frame by providing the following information:

- Enter the 12-digit serial number (xxx-xxx-xxx-xxx) located inside the stand on the back of the frame
- Select a local phone number (the number where the frame calls from)
- If required, enter a dialing prefix at the settings page

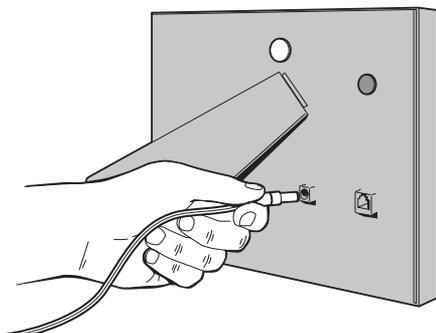
#### 3 Subscribe to the Ceiva Network service

- Use a credit card
- Sign up for yearly service. You will not be billed until the trial period is over.

## **2** Connect the power cord

**Note:** Remember to register your picture frame at [www.PolaroidDigital.com](http://www.PolaroidDigital.com) before setting up the frame.

- 1 Insert one end of the black power cord into the connector on the back of the frame as shown.

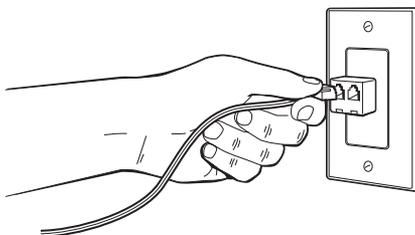


- 2 Plug the power adapter into your electrical outlet.

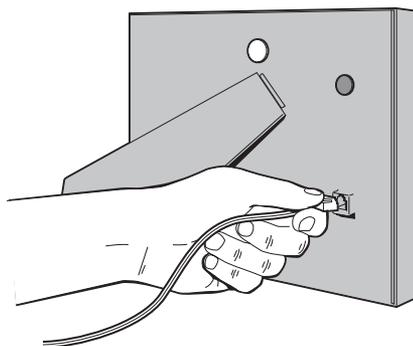
## **3** Connect the telephone cord using the y-connector

If you have an available phone jack, connect the frame telephone cord to your phone jack and the other end into the phone plug on the back of the digital picture frame.

- 1 Remove your telephone cord from its jack.
- 2 Install the y-connector into the phone jack (y-connector is included in the kit).
- 3 Plug your telephone cord into one of the y-connector positions as shown.



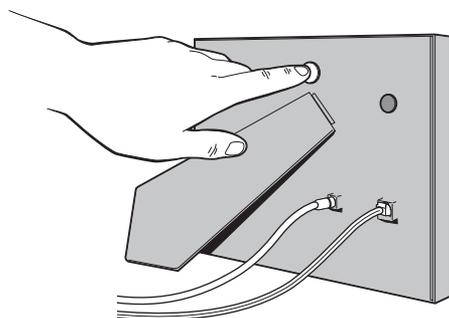
- 4 Plug the frame phone cord into the other y-connector position.
- 5 Plug the y-connector into the telephone jack.
- 6 Insert the other end of the frame phone cord into the phone plug on the back of the digital picture frame as shown.



#### **4** Receive pictures

When your frame is first turned on, it displays a series of images and instructions.

Press and release the white button as shown below to advance to the next digital picture and message.



At the last digital picture, press and hold the white button. This tells your frame to make its Internet connection and retrieve the

first 10 digital pictures. If you (or the person managing your account) uploaded digital pictures to the site before you set up your frame, then these are the digital pictures which are downloaded now. If you did not upload any digital pictures, then sample pictures are downloaded at this time.

You'll see a message telling you that the frame is connecting to the Ceiva Network. While the Polaroid PhotoMAX Digital Picture frame is calling, a blue progress bar is displayed on the screen, indicating the picture retrieval progress. If there are any problems making a connection, an error message is displayed.

If you haven't yet added any of your own digital pictures, there are 10 pictures ready and waiting for you at **www.PolaroidDigital.com**. When your frame is finished retrieving the first set of pictures, it displays these new digital pictures as a slide show. Every five seconds your frame displays the next digital picture in the slide show. From now on, your frame automatically connects to the Internet each night to retrieve any new digital pictures.

When you want to view recently sent pictures immediately, press and hold the white button on the back of your frame and follow the onscreen messages.

## **How do I add pictures to my frame?**

### **I have a computer and Internet access**

First thing you have to do is get pictures onto your computer. There are many ways to accomplish this. For example, you can scan your pictures, transfer them from a digital camera, insert a photo CD or have your newly developed rolls of film sent to a photo website. After storing your pictures in a file, go to **www.PolaroidDigital.com**. Login and go to your Home Page. From here, you can choose to send your pictures to your frame, to another frame, to your Albums or to a friend or family member via e-mail. Pictures may be sent one at a time or in a multiple upload of 10 at-a-time.

To send a digital picture, click the Browse icon. Highlight the digital picture you would like to send, select "Open", and then click on the "Continue" icon. After a few moments, your digital pictures appear.

Now is the chance to get creative. You can add a message, add a color border, post a mock stamp or give your digital picture a name. As soon as you're ready, "send" away! This digital picture will be ready and waiting for the frame to dial in or to be viewed in an e-mail.

**Note:** JPEG images with a file size of 64 KB or less and a resolution of 640 x 480 display best on your frame. Image size should not exceed 1 MB (1000 KB).

### **I don't have a computer or Internet access**

If you don't have Internet access you can still have digital pictures added to your frame. Invite your friends and family who do have Internet access to become PolaroidDigital.com members, registering for free at [www.PolaroidDigital.com](http://www.PolaroidDigital.com). After your family and friends complete the registration process, have them inform you of their Member Account Name.

Call our Customer Support Representatives at **1-800-897-0356** and tell them you would like to add a Member Account Name to your "Other Frames" list. In less than a minute your friends and family members will be granted permission to send digital pictures to your digital picture frame.

## What do the buttons do?

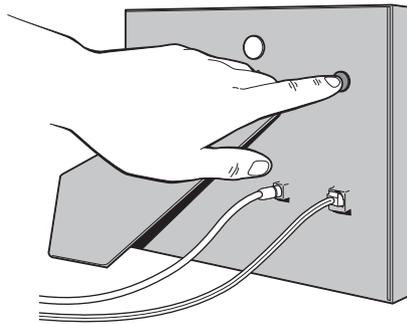
Use the two buttons on the back of the frame to adjust your frame.



### Adjust the brightness

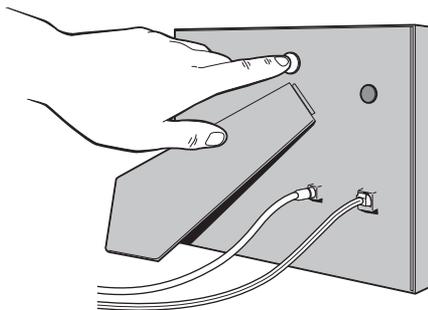
Do one of the following:

- Press and release the black button to step through the brightness settings.
- Hold down the black button and cycle through the brightness settings until you release the button



### Stop the slide show and advance manually

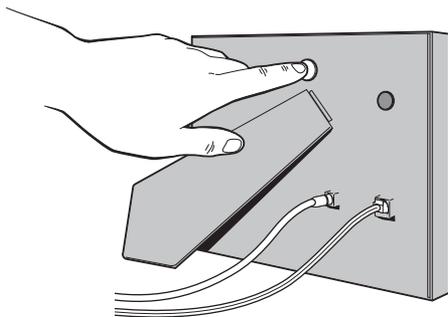
- 1 While the slide show plays, press and release the white button.
- 2 Press and release the white button to view the next digital picture.





## Start the slide show

- 1 If the slide show is paused, press and hold the white button.
- 2 Stop pressing the button when the screen displays a message telling you that the frame is connecting to the Ceiva Network.



## Connect manually to [www.PolaroidDigital.com](http://www.PolaroidDigital.com).

- 1 Press and hold the white button, labeled “picture”.
- 2 Stop pressing the button when the screen displays the message telling you the frame is connecting to the Ceiva Network.

## Web site features

The following is a description of some of the features you’ll find on [www.PolaroidDigital.com](http://www.PolaroidDigital.com).

### Digital picture inbox

Curious about what digital pictures will arrive on your frame that next time it dials in? This option tells you how many digital pictures are waiting in your Inbox and allows you to get a pre-view. Double-click on any of these digital pictures to see the larger version. This also tells you when the digital picture was sent and by whom.

If you don’t want to wait for your frame to automatically dial in and retrieve these digital pictures, you can have it dial in right now! Just hold the white button on the back of the digital pic-

ture frame. Keep holding it to connect and your frame tells you when to let go. Within a few minutes, your frame displays new digital pictures!

### **Now showing**

This option gives you a thumbnail view of all the digital pictures that are “now showing” on your frame. To get a better view, double-click on a digital picture. Instantly, a larger version will pop up with information about when the image was sent and who it was sent from as well as give you options to get creative with that photo. Don’t forget to click “Done” when you’re finished.

### **Recently removed**

In case you’re wondering where the last set of digital pictures goes when the new set arrives, check the “Recently Removed” option. This gives you a thumbnail view of these digital pictures. You can double-click on any these digital pictures to get additional information; when they were sent, who sent them or instructions to send them to someone else.

This is also a great time to save these images to an “Album”. Storing your digital pictures in these personal albums keeps them from being deleted by recently sent digital pictures. This way, you can always go back and resend favorite digital pictures.

### **Other Frames list**

Receiving personal digital pictures from friends and family members from the Internet is one of the best features of your digital frame. The “Other Frames” list is the collection of people you’ve permitted to send digital pictures to your frame.

Your friends and family members need to create an account at PolaroidDigital.com to send digital pictures to your frame. When they set up a PolaroidDigital.com, they will create a Member Account Name and Password. Add this account name to your “Other Frames” list.

The same is true if you would like to send digital pictures to another frame. Give your friends and family members your account name so that they can add you to their “Other Frames” list.

### **Frame settings**

Here is a chance for you to set the controls and display functions of your frame. Speed up or slow down the “Slide Show” by changing a time interval between each digital picture displayed on your digital picture frame. Selections vary from 5 seconds to 1 minute.

This page allows you to decide when you want your digital picture frame turned on and when you want it turned off. Also, in this section is your phone number, indicating where your frame is dialing in from as well as any prefix the frame might need to dial out.

### **Pictures I've sent**

Can't remember if you've sent a digital picture or not? Clicking on this option displays a copy of any digital pictures sent by you. Double-click on any image and a larger version pops up, displaying information about when it was sent and to whom it was sent. This page also offers another chance to send this digital picture on to someone else or the option to remove it.

### **Address book**

In case you're not sure to whom you can send digital pictures, this is a list of everyone who has given you permission to send them digital pictures.

Don't forget: Give your friends and family members your account name.

Then they can add you to their “Other Frames” list. You'll know you can send them digital pictures when their names show up in your Address Book.

## **Registration**

Each frame has a unique 12 digit serial number (xxx-xxx-xxx-xxx) located inside the stand on the back of the frame. By registering that serial number, you attach that frame to your account, making the frame unique to you.

## **Online Help**

To get help online, click the ? for the topic you need help with.

## **Selecting channels**

Want to receive the latest weather updates, daily horoscope and other PolaroidDigital.com channels? Visit **www.PolaroidDigital.com** for the latest information and instructions.

# **Frequently asked questions**

## **What do I need to use my Polaroid PhotoMAX Digital Picture Frame?**

To set up your digital picture frame you need a standard AC power outlet and a working telephone jack.

## **How do I care for my frame?**

Dust regularly with a clean, soft cloth. If necessary, you may dampen a cloth with water or glass cleaner. Do not spray liquids directly onto your digital picture frame. Do not immerse the frame in water.

## **How do I control the digital picture On and Off times?**

You can access your account to change the on and off times by visiting **www.PolaroidDigital.com** and following the step-by-step instructions or by calling our customer support representatives at **1-800-897-0356**.

**Note:** While the digital picture light is on, the frame can be warm to the touch.

### **How many digital pictures are stored on my frame?**

Your frame stores up to 10 images at a time. When you scroll through each digital picture manually (by pressing and releasing the white button) you'll also see an 11th image, called the "index picture".

The "index picture" displays all of the images on your frame, its serial number (in the upper right corner), the date and time of the frame's last successful update, and whether any of your digital pictures are saved (indicated by an icon of a lock below the saved digital picture).

### **How many albums can I create and how many digital pictures can I store in each album?**

As a frame owner you can create as many albums as you want with a total storage capacity of 50 MB.

### **What kind of digital pictures can I send?**

You can send many popular image files to a digital picture frame or an online album. Your images don't have to be photographs, you can also display reminder messages or artwork. You can create the digital pictures with a digital camera, a scanner, or a graphics program.

**Note:** Although we do not monitor the digital pictures in your album, Polaroid complies with the applicable laws where you live. Your digital pictures may be accessible to law enforcement following legal due process.

### **What if I don't have a scanner or digital camera**

Most photo processors can create digital images during film processing. Your local copy or print center may be able to create digital images by scanning your photos or artwork. You can also create images from graphics programs and download non-copyrighted images from the Internet.

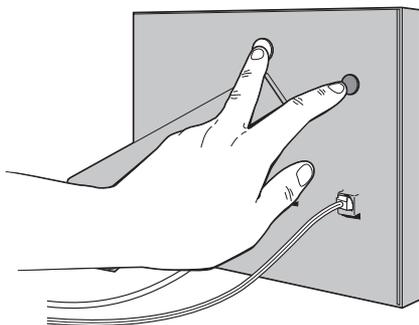
### **What happens if I am using the telephone or I pick up the telephone receiver when my frame tries to retrieve digital pictures?**

The frame cancels its call and tries again later. Depending on when this happens, the frame may wait until the following night before it retrieves new digital pictures. To update your digital pictures right away, press and hold the white button on the back of the frame until you see the message telling you the frame is connecting to the Ceiva Network.

### **What happens if I move?**

When you move your frame to a new location (different area code or phone number):

- 1** Update your telephone information at your settings page at [www.PolaroidDigital.com](http://www.PolaroidDigital.com).
- 2** Set up the frame at your new location.
- 3** Push the white and black buttons at the same time until the screen darkens, then let go.



When the screen comes back on, your frame automatically dials [www.PolaroidDigital.com](http://www.PolaroidDigital.com) and retrieves your updated settings. Pressing the white and black buttons at the same time clears the memory in your frame, and allows it to dial [www.PolaroidDigital.com](http://www.PolaroidDigital.com) and capture your new telephone settings.

## Troubleshooting your frame

### **The frame can't seem to dial [www.PolaroidDigital.com](http://www.PolaroidDigital.com) to retrieve digital pictures.**

- Make sure the phone line is securely plugged in and that the jack is free of any dust or debris.
- Check web site settings to reflect correct telephone dial-in numbers.
- Make sure phone line is not being used by another device at the same time (fax machine, answering machine, etc.).

### **The frame shuts off after a few minutes**

- Make sure your frame is properly plugged in to an active outlet.
- Check web site settings for the frame on and off times.

### **My digital pictures don't scroll**

- Press the white button on the back of the frame until you see a message telling you to let go.

### **My digital pictures keep scrolling**

- Press the white button once to stop the scrolling process.

Need more assistance? Call our customer service representatives at **1-800-897-0356** or send us an email message describing the problem at [support@PolaroidDigital.com](mailto:support@PolaroidDigital.com).

## **FCC Notice**

(CFR 47,§15.105, §15.21, and §15.27)

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation.

If the equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Ensure that card mounting screws, connector attachment screws and all ground wires are secured and tight.
- Consult the dealer or an experienced radio/TV technician for help.

This product was FCC certified under test conditions that included the use of shielded I/O cables and connectors between system components. To be in compliance with FCC regulations, the user must use shielded cables and connectors and install them properly.

Additionally, this equipment complies with Part 68 of the FCC rules. On the back, in the lower left hand corner of this equipment is a label that contains, among other information, the FCC registration number and ringer equivalence number

(REN) for this equipment. You must, upon request, provide this information your Telephone Company.

This equipment uses the following USOC jacks: one RJ11 jack. An FCC compliant telephone cord and modular plug is provided with this equipment. This equipment is designed to be connected to the telephone network or premises wiring using a compatible modular jack which is Part 68 compliant. See Installation Instructions for details.

The REN is useful to determine the quantity of devices, you may be connect to the telephone line and still have all those devices ring when your telephone number is called. In most, but not all areas, the sum of RENs should not exceed five (5.0). To be certain of the number of devices you may connect to your line, as determined by the total RENs, you should contact your local Telephone Company to determined the maximum REN for your calling area.

If the terminal equipment, PDF2000, causes harm to the telephone network, the Telephone Company may discontinue your service temporarily. If possible, they will notify you in advance. But if advance notice isn't practical, the Telephone Company will notify you as soon as possible. You will be informed of your right to file a complaint with the FCC.

The telephone company may make changes in it's facilities, equipment, operations or procedures that could affect the operation of the equipment, if this happens the telephone company will provide advance notice in order for you to make necessary modifications to maintain uninterrupted service.

If you experience trouble with this telephone equipment, please contact Polaroid Corporation, Inc. at 1.800.897.0356 for information on obtaining service or repair. If the equipment is causing harm to the telephone network, the Telephone Company may request you to disconnect the equipment until the problem is resolved.

There are no user serviceable parts in this equipment. This equipment is not hearing aid compatible

This equipment may not be used on public coin phone service provided by the Telephone Company. Connection to party line service is subject to state tariffs.

## **Contacting Polaroid**

You can call Polaroid toll-free within the U.S.A. at

**1-800-897-0356**, 7 days a week, 10 A.M. to 7 P.M. Pacific Standard Time. When calling with a technical question, ask for an Electronic Imaging or a Digital Imaging Specialist. Please identify the Polaroid product and its serial number (if applicable). If possible, have your system running the software when you call. We offer a variety of Customer Support Services. Call us for details and applicable fees. Outside the U.S.A., contact the Polaroid office nearest you.

## One-Year Limited Warranty

Polaroid will, at our option, repair or replace any unit found defective in manufacture within the warranty period. The warranty period is determined by the date of purchase. Keep the receipt as proof of purchase. Otherwise, the warranty period is determined by the date of manufacture. **This warranty does not apply to damage caused by accident, misuse or tampering, and excludes all consequential damages except in jurisdictions not allowing such exclusions or limitations.**

## Precautions

Observe the following precautions when you use the Polaroid PhotoMAX Digital Picture Frame:

- Do not open the digital picture frame or attempt your own repairs. High-voltage internal components create the risk of electrical shock when exposed. Return your frame to authorized Polaroid service providers for all maintenance and repairs.
- Keep the frame away from water and other liquids. Moisture creates the danger of fire and electrical shock.
- Do not use the frame in the rain, at the seashore, or any location where there is the possibility of exposure to liquids.
- Unplug the AC adapter if the frame is exposed to water or any other liquids. Using the frame under these conditions creates the danger of electrical shock or fire.
- To avoid electrical shock, do not expose to or immerse in water or other fluids, disassemble, or operate if dropped or damaged. Contact a Polaroid Service Center for repair information.

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02139, U.S.A., owner of the trademarks “Polaroid”, “Polaroid  
PhotoMAX” and “MAX the Bird”.

Ceiva Logic, Inc., Hollywood, CA 90069, owner of the trade-  
mark “Ceiva Net”.

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# My personal information

Fill in the blanks to remember important information about your account

My Member Account Name \_\_\_\_\_

My Password \_\_\_\_\_

Serial Number \_\_\_\_ - \_\_\_\_ - \_\_\_\_ - \_\_\_\_

Other Frames Member Account Name \_\_\_\_\_

Other Frames Member Account Name \_\_\_\_\_